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I claim:

- 1 1. A flavored gelatin capsule suitable for encapsulating a dose of fish oil comprising:
 - a) gelatin;
 - b) a gelatin softener;
- 5 c) water; and
 - d) a water soluble flavoring, wherein the water is present in said flavored gelatin capsule in a concentration between about 6 and about 10% and the ingredients are formed into a capsule for encapsulating a dose.
 - 2. The flavored gelatin capsule of claim 1 wherein said gelatin softener is present in said flavored gelatin capsule in a concentration between about 10% and about 35%, and wherein said gelatin softener comprises at least one polyol chosen from the group consisting of glycerol and sorbitol.
 - 3. The flavored gelatin capsule of claim 2 wherein said water soluble flavoring is present in a concentration above about 0.25%.
 - 4. The flavored gelatin capsule of claim 2 wherein said water soluble flavoring is present in a concentration above about 0.5%.
- The gelatin capsule of claim 3 wherein said water soluble flavoring is present in a concentration between about 0.25% and about 1.5%.
- 1 6. The gelatin capsule of claim 4 wherein said water soluble flavoring is present in a concentration between about 0.50% and about 1.5%.

7. A fish oil capsule for palatable presentation of fish oil comprising:

- a) a gelatin capsule, said gelatin capsule comprising gelatin, a gelatin softener, water, and a water soluble flavoring, wherein said water is present in said gelatin capsule in a concentration between about 6 % and about 10; and a fish oil dose, said gelatin capsule encapsulating said fish oil dose, whereby said fish oil capsule is a palatable fish oil composition which promotes ingestion of the fish oil.
- 8. The fish oil capsule of claim 7, wherein said gelatin capsule comprises between 10 and 35 percent of said gelatin softener, and said gelatin softener comprises at least one polyol, said polyol chosen from the group consisting of glycerol and sorbitol.
- 9. The fish oil capsule of claim 8 wherein said water soluble flavoring is present in said gelatin capsule in a concentration greater than about 0.25%.
- 10. The fish oil capsule of claim 8 wherein said water soluble flavoring is present in said gelatin capsule in a concentration greater than about 0.50%.